

RCE 2806 EML  
PTO/SB/30, (08-03)  
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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## REQUEST FOR CONTINUED EXAMINATION (RCE) TRANSMITTAL

Address to:  
Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Application Number	10/001,364
Filing Date	October 25, 2001
First Named Inventor	Hohberger et al.
Art Unit	2853
Examiner Name	An H. Do
Attorney Docket Number	83889

**This is a Request for Continued Examination (RCE) under 37 CFR 1.114 of the above-identified application.**

Request for Continued Examination (RCE) practice under 37 CFR 1.114 does not apply to any utility or plant application filed prior to June 8, 1995, or to any design application. See Instruction Sheet for RCEs (not to be submitted to the USPTO) on page 2.

1. **Submission required under 37 CFR 1.114**

Note: If the RCE is proper, any previously filed unentered and amendments enclosed with the RCE will be entered in the order in which they were filed unless applicant instructs otherwise. If applicant does not wish to have any previously filed unentered amendment(s) entered, applicant must request non-entry of such amendment(s).

- a. ☐ Previously submitted. If a final Office action is outstanding, any amendments filed after the final Office action may be considered as a submission even if this box is not checked.
- i. ☐ Consider the arguments in the Appeal Brief or Reply Brief previously filed on \_\_\_\_\_
- ii. ☐ Other \_\_\_\_\_
- b. ☒ Enclosed
- i. ☒ Amendment/Reply
- ii. ☐ Affidavit(s)/Declaration(s)
- iii. ☐ Information Disclosure Statement (IDS)
- iv. ☐ Other \_\_\_\_\_

2. **Miscellaneous**

- a. ☐ Suspension of action on the above-identified application is requested under 37 CFR 1.103(c) for a period of \_\_\_\_\_ months. (Period of suspension shall not exceed 3 months; Fee under 37 CFR 1.17(i) required)
- b. ☐ Other \_\_\_\_\_

3. **Fees**

The RCE fee under 37 CFR 1.17(e) is required by 37 CFR 1.114 when the RCE is filed.

- a. ☒ The Director is hereby authorized to charge the following fees, or credit any overpayments, to Deposit Account No. 23-0920
- |   |            |           |
|---|------------|-----------|
| i. <input checked="" type="checkbox"/> RCE fee required under 37 CFR 1.17(e)          | 01 FC:1801 | 770.00 OP |
| ii. <input checked="" type="checkbox"/> Extension of time fee (37 CFR 1.136 and 1.17) | 02 FC:1202 | 774.00 OP |
| iii. <input type="checkbox"/> Other   |            |           |
- b. ☒ Check in the amount of \$ \$770.00 and \$774.00 enclosed
- c. ☐ Payment by credit card (Form PTO-2038 enclosed)

**WARNING:** Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

### SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT REQUIRED

Name (Print / Type)	Eric D. Cohen	Registration No. (Attorney / Agent)	38,110
Signature		Date	April 12, 2004

### CERTIFICATE OF MAILING OR TRANSMISSION

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Mail Stop RCE, Commissioner For Patents, P.O. Box 1450, Alexandria, VA 22313-1450 or facsimile transmitted to the U.S. Patent and Trademark Office on the date shown below.

Name (Print / Type)	Eric D. Cohen	Date	April 12, 2004
Signature			

This collection of information is required by 37 CFR 1.114. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing the burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Mail Stop RCE, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.



PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Final Patent Application of:  
Hohberger et al.

Serial No.: 10/001,364

Conf. No. 3268

Filed: October 25, 2001

For: METHOD AND APPARATUS FOR  
ASSOCIATING ON DEMAND  
CERTAIN SELECTED MEDIA AND  
VALUE-ADDING ELEMENTS

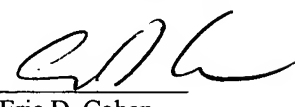
Examiner: An H. Do

Art Unit: 2853

CERTIFICATE OF MAILING

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April 12, 2004  
Date

  
Eric D. Cohen  
Reg. No. 38,110

**AMENDMENT "C" AND REPLY PURSUANT  
TO 37 C.F.R. §§ 1.114 and 1.116 PURSUANT TO 37 C.F.R. § 1.111**

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450



**INTRODUCTION**

In reply to the Final Office Action mailed April 2, 2003, pursuant to 37 C.F.R. § 1.116, and pursuant to the Request for Continued Examination (RCE) under 37 C.F.R. § 1.114 submitted herewith, please amend the above-identified application as follows:

04/16/2004 RHEBRAHT 00000094 10001364

01 FC:1801  
02 FC:1202

~~770.00 OP~~  
774.00 OP

<b>AMENDMENT TRANSMITTAL LETTER (Large Entity)</b>				Docket No. <b>83889</b>	
Applicant(s): <b>Hohberger et al</b>					
Serial No. <b>10/001,364</b>	Filing Date <b>October 25, 2004</b>	Examiner <b>An H. Do</b>		Group Art Unit <b>2853</b>	
Invention: <b>Method And Apparatus For Associating On Demand Certain Selected Media And Value-Adding Elements</b>					
<b><u>TO THE COMMISSIONER FOR PATENTS:</u></b>					
Transmitted herewith is an amendment in the above-identified application.					
The fee has been calculated and is transmitted as shown below.					
<b>CLAIMS AS AMENDED</b>					
	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST # PREV. PAID FOR	NUMBER EXTRA CLAIMS PRESENT	RATE	ADDITIONAL FEE
TOTAL CLAIMS	63 -	20 =	43 x	\$18.00	\$774.00
INDEP. CLAIMS	2 -	3 =	0 x	\$86.00	\$0.00
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					\$0.00
<b>TOTAL ADDITIONAL FEE FOR THIS AMENDMENT</b>					<b>\$774.00</b>
<input type="checkbox"/> No additional fee is required for amendment. <input type="checkbox"/> Please charge Deposit Account No. _____ in the amount of _____ <input checked="" type="checkbox"/> A check in the amount of <b>\$774.00</b> to cover the filing fee is enclosed. <input checked="" type="checkbox"/> The Director is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. <b>23-0920</b> <input checked="" type="checkbox"/> Any additional filing fees required under 37 C.F.R. 1.16. <input checked="" type="checkbox"/> Any patent application processing fees under 37 CFR 1.17.					
 _____ <i>Signature</i>			Dated: <b>April 12, 2004</b>		
<b>Eric D. Cohen</b> <b>Welsh &amp; Katz, Ltd.</b> <b>120 South Riverside Plaza</b> <b>22nd Floor</b> <b>Chicago, Illinois 60606</b>			I certify that this document and fee is being deposited on <b>April 12, 2004</b> with the U.S. Postal Service as first class mail under 37C.F.R. 1.8 and is addressed to the for Patents, P.O. Box 1450, Alexandria, VA 22313-1450. <div style="text-align: center; margin-top: 20px;">   <i>Signature of Person Mailing Correspondence</i>  <b>Eric D. Cohen, Registration No. 38,110</b>  <i>Typed or Printed Name of Person Mailing Correspondence</i> </div>		
CC:					

**CERTIFICATE OF MAILING BY FIRST CLASS MAIL (37 CFR 1.8)**

Applicant(s): Hohberger et al.

Docket No.

83889

Serial No.

10/001,364

Filing Date

October 25, 2004

Examiner

An H. Do

Group Art Unit

2853

Invention: Method And Apparatus For Associating On Deman Certain Selected Media and Value-Adding Elements

I hereby certify that this Amendment "C"

(Identify type of correspondence)

is being deposited with the United States Postal Service as first class mail in an envelope addressed to:

Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on April 12, 2004

(Date)

Eric D. Cohen, Registration No. 38,110

(Typed or Printed Name of Person Mailing Correspondence)

A handwritten signature in dark ink, appearing to be "E.D. Cohen".

(Signature of Person Mailing Correspondence)

Note: Each paper must have its own certificate of mailing.

Request for Continue Examination (RCE) Transmittal; Amendment Transmittal Letter (Large Entity); Amendment "C" and Reply Pursuant to 37 C.F.R. §§ 1.114 and 1.116 Pursuant To 37 C.F.R. §1.111; Check in the Amount of \$770.00; Check in the Amount of \$774.00; and Postcard.